

New

POLAROID®

Land **CAMERAS**



MODELS 110A and 150

featuring

• **INCREASED VERSATILITY**

• **NEW SIMPLICITY**

for magnificent pictures

in **60 seconds**

CHOOSE BETWEEN THESE TWO GREAT NEW CAMERAS

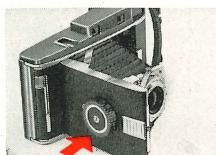
THE MODEL 110A

is the most versatile camera in the Polaroid Land Camera line. The extra size of the lens lets the camera work at very low light levels and permits use of fast shutter speeds on gray days. Shutter speed range is extra-broad, ranging from 1 second to 1/300th. Built-in *self-timer* lets you snap your own picture.

Yet with all the range of this camera, simplicity has still been preserved by using the "EV" (Exposure Value) numbering system to determine exposure. Just read a number from the light meter or exposure guide and set that number into the shutter. No "f/stops" or shutter-speed fractions to figure (unless you want to — the conventional markings are there for those who are accustomed to them).

COUPLED RANGEFINDER:

Superimposed-image type rangefinder is built right into the camera. Just turn the focusing knob to bring the images together, and the camera is focused accurately, quickly.



LENS SPECIFICATIONS:

Rodenstock lens, 127mm f/4.7. Four element Cooke design, coated all six surfaces, click stops in $\frac{1}{2}$ stop intervals to f/45. Diagonal field 42°.

SHUTTER SPECIFICATIONS:

Prontor 6-blade, speeds 1 second to 1/300th and bulb. Full M-X flash sync at all speeds. Shutter-lens interlock lever maintains "EV" setting throughout shutter-speed range. 10 second delay self-timer built in.

PARALLAX-CORRECTED VIEWFINDER:

As you focus, the viewfinder automatically corrects for viewing angle, guaranteeing that you'll get *everything* in the picture. No heads cut off!

PRECISION DIE-CAST CONSTRUCTION:

This camera is built to last a lifetime. Satin-chrome plating on exposed metal parts. Tough textured cover won't scuff or scratch. Two-tone charcoal gray.

Deluxe Compartment Case #309
Genuine top grain steerhide, this handsome case has room for *all* accessories plus extra film and flash bulbs. Ingenious compartment arrangement eliminates stuffing and stacking.



Exposure Meter #PR 23-A
Compact photoelectric meter reads in numbers corresponding to shutter numbers. Just point the meter, read the number and set camera to match.
For Models 150 and 110A



Flash Gun #281
This modern battery-capacitor gun is color-matched to your camera. It features a separate diffusing filter, flash shield, built-in flash guide and trigger ejector for used bulbs.
For Models 150 and 110A
Polaroid Bounce Flash Bracket #291 available.



Close-Up Kits
Portraits, flower studies, miniatures can be done quickly and simply with your subject as close as six inches. Built-in steel measuring tape gives correct adjustments for camera focus and lens attachment.
Kit #540 for Model 150
Kit #550 for Model 110A



Filter Kits
These snap-on filters, used separately or in combination, give exciting special effects with clouds, reflections, distant scenery. Kit for Model 110A includes lens shade for dramatic back-lighted shots.
Kit #541 for Model 150
Kit #551 for Model 110A

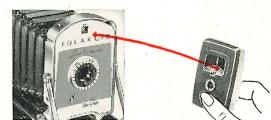


BRAND NEW MODEL 150

is the ideal family camera, indoors or out. It takes a big $3\frac{1}{4} \times 4\frac{1}{4}$ picture, as sharp and clear as you'll ever see — but it's the simplest camera in the world to use. Just set a single dial, aim through the finder, focus automatically and shoot. It's great for close-ups only $3\frac{1}{2}$ feet away, yet it handles scenic shots with ease. At home, with flash, it makes the most wonderful party fun you've ever had.

COUPLED RANGEFINDER — AUTOMATICALLY-AIMED VIEWFINDER:

The viewfinder-rangefinder system in this camera is identical to the one in the Model 110A. Camera focuses automatically as you turn a knob — and the viewfinder aims itself correctly regardless of the viewing angle. Pictures are always sharp, everything is always centered the way you want it.



SINGLE DIAL SETTING:

In this camera, lens and shutter settings are coupled together. As you turn the dial, the shutter selects the best combination for each lighting condition. All you do is read a number from your exposure meter or picture roll guide, and set that number into the camera. No guesswork!

ACCESSORIES DESIGNED FOR YOUR CAMERA • MATCHED TO YOUR CAMERA... RESULTS ARE BETTER... EASIER... QUICKER.



AN
IMPORTANT
PLUS!



**Slides Made On-the-Spot
with Models 110A and 150**

Simply load the camera with the new Polaroid Land Transparency Film. Click the shutter, pull a tab and instead of a paper print, you lift out a transparency of exceptional photographic quality. It's ready to project 20 seconds later, after a quick hardening and mounting in a snap-together plastic mount.

Such on-the-spot slides will make your job easier whenever you have to go before a group and need some key pictures to make sure your story gets across.

Ask for additional literature with more detailed information about this new kind of photography.

YOUR MESSAGE
ON THE SCREEN
IN TWO MINUTES

New
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Land **CAMERAS**



MODELS 110A and 150

featuring

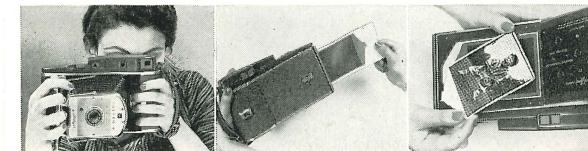
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TWO NEW CAMERA MODELS

for the Tops in 60-Second Pictures

No matter how many cameras you've used, you've got the greatest thrill of all coming when you lift your first picture out of the back of a Polaroid Land Camera — *only a minute after you clicked the shutter*. Now you'll see what fun picture-taking can be, how much more it means when everyone's there to enjoy the finished print. Polaroid Land Cameras are easy to operate — and each picture teaches you on-the-spot how to become a better photographer. Economical, too; pictures cost no more than conventional prints of comparable size and quality.



Snap it... Pull a tab... Lift out print. Camera loads with a dry picture roll. No chemicals to handle — ever!

A WORD ABOUT PICTURE QUALITY

Today's new Polaroid Land Picture Rolls make pictures of a quality that you must see with your own eyes, if you are to believe that the picture was actually made right in the camera, in a minute.

And today's pictures last just as well as conventional prints, thanks to the permanent finish supplied by the Polaroid Print Coater packed with each roll.

COPIES? You'll want lots when you get pictures like this. They're made directly from your print in Polaroid's fast mail service — 2 for 25c.

ACTUAL SIZE PICTURE